

Worksession

Agenda Item #	6
Meeting Date	January 3, 2005
Prepared By	Lonni Moffet Communications Director
Approved By	Wayne Hobbs Deputy City Manager

Discussion Item	City Logo
Background	<p>In anticipation of the Wayfinding Gateway signage project, the Communications Office contracted with Gallagher & Associates to enhance the City's logo, which is derivative of the official City seal. This logo is used in at least the following incarnations: the black & white version on official City stationary, the one on the City web site, the decal used on City vehicles, the lapel pin version, the embroidered version on the Police department uniform badges, etc. There are two paintings in the Municipal Building, and there is of course the original City seal, which is archived by Historic Takoma.</p> <p>As part of the Council Goals to improve communications with City residents, the Communications Office has launched a number of initiatives designed to enhance messages from the City. It is a standard technique in marketing and public relations to unify the visual aspects of messages so that readers, viewers and visitors will recognize a particular communication as coming from the City.</p> <p>A multi-department staff committee convened and met over several months with Terry Healy and staff of Gallagher & Associates. Existing variation of the logo were reviewed, and Terry and his staff presented two versions for consideration as the culmination of these efforts. Gallagher & Associates is the firm working on the Gateway Wayfinding Sign Project, and Terry Healy will be present at the Council meeting to discuss both items.</p> <p>While no final decision has been reached, the goal is to end up with a graphically enhanced City logo to use in all City communications, and to end up with color, gray scale and black & white "master" versions for all departments to use in the future. Similarly, it would be part of a second phase of this project to work with the graphic designers on stationery, templates for brochures and flyers, and the creation of a City wide style sheet identifying font types and sizes, graphic placement, colors, etc. to help unify the look of City communications.</p>
Policy	NA
Fiscal Impact	Funding for the first phase of this project came out of Council Goals budget in FY04; funding for the next phase may be available from that source.
Attachments	Examples of City seal and logo for your review. (presentation)
Recommendation	The staff committee recommends proceeding to the next phase of this project and recommends use of Logo "A" attached. Staff requests Council approval to proceed with establishing this as the City's logo.
Special Consideration	

Council Chambers



Mayor's Office



Police Vehicles – Driver's side



Police Vehicles – Driver's Side (Detail)



Police Vehicle – Passenger side



Police Vehicle – Passenger Side - Detail



Police Badge: Communications



Police: Arm Patch



Police Badge



City Vehicle



Public Works Vehicle



Public Works Vehicle - Detail



Public Works Vehicle



Public Works Vehicle: Detail



Takoma Park City TV Logo



City Seal In Use on Stationery



City Shirt Logo



Logo in Use on Web Site and Other Media Currently



Two Lapel Pins



Clerk's Seal for Passports



Clerk's Official Embossed Seal



Proposed Logo "A"



Proposed Logo "A": One and Two Color



Proposed Logo "B"



Proposed Logo "B": One Color (2 options)



Proposed Logo "B": Two Color

